

CLEAN COPY OF THE AMENDED SPECIFICATION IN 09/349,676 (attorney docket PHA 23,681)

FIRST PARAGRAPH (page 1, lines 4-7):

03 SUB B2 The invention relates to a ~~system-implemented~~ method of doing business to stimulate commerce, especially, but not exclusively, as related to sales of merchandise, such as a product of manufacture or a service.

FIFTH PARAGRAPH (page 1, line 24 - 2, line 4):

SUB B3 The invention provides a system-implemented method of doing business that enables to stimulate commercial activities. According to the method a customer is enabled to notify a specific party, e.g., a manufacturer, importer, or distributor, or a specialized service provider, of a specific commercial activity wherein he or she is or was involved. Upon being notified, the party enables customizing, via a data network such as the Internet, the equipment of the customer as associated with the commercial activity. For example, the specific activity relates to sales of merchandise via a retailer, and the customer notifies the specific party of the purchase of the merchandise from the retailer. When the party has been notified, it enables customizing Internet-enabled or upgradeable electronic equipment of the customer, via the Internet, as associated with the specific retailer from whom the merchandise was purchased. For example, the merchandise is related to the Internet (software application or hardware device) and the customer has purchased it to make it part of his/her Internet-enabled equipment. The merchandise is enabled to be customized via the Internet, preferably according to specifications from the retailer, and also according to input as to, e.g., the intended usage, supplied by the customer at the time when the specific party was notified.